OUTSTANDING WEATHER FORECAST

ACCURACY WITHOUT COMMITMENT.

No subscriptions. No sensors. No install.

AccuWeather.com®

The world's weather authority, AccuWeather provides accurate, real-time forecasts on your Bushnell® WeatherFX® without subscriptions, installation or extra charge.

Color-Changing Backlight.

Cold 30s 40s 50s 60s 70s 80s Hot

Based on temperature, the backlight of the WeatherFX changes color so you know conditions at a glance.

WeatherFXi™ 118
WeatherFX® 119
HuntFXi™ 120
GolfFXi™ 120
SkiFX™ 120

WEATHERFX® / WEATHERFXi®

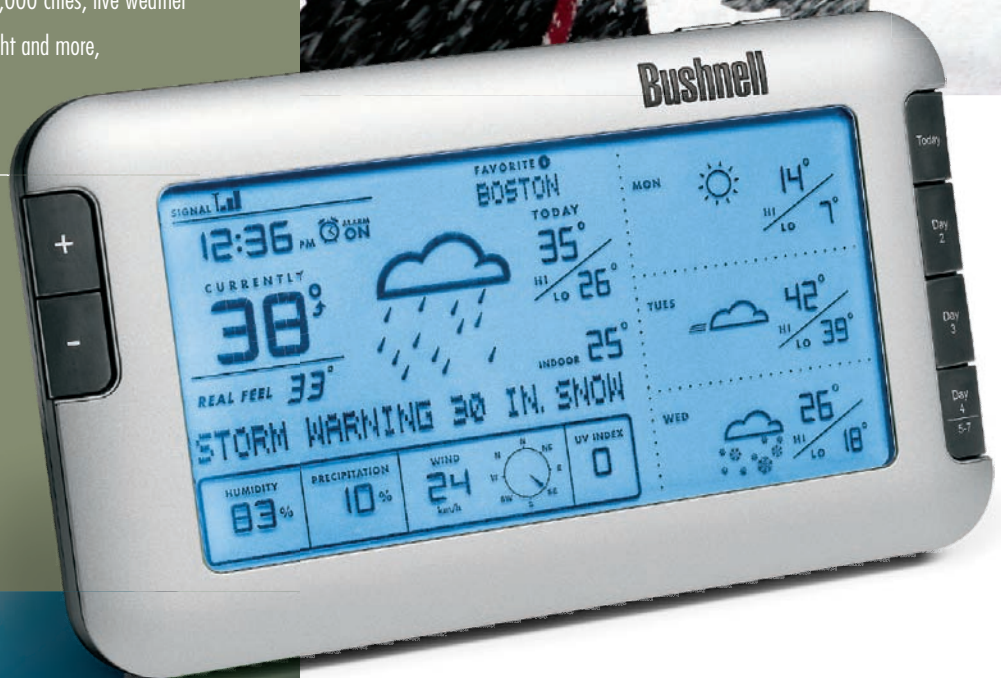
WEATHER FORECASTERS

THE ULTIMATE OUTDOOR PLANNERS.

Errands on Saturday, let's save the golf outing for Sunday. Or, wind direction says hunt the ridge, not the bean field. Want to know the snow conditions on your favorite slope? We can tell you that, too. No matter your passion, our latest technological breakthroughs in weather forecast information will prove tools of unmatched value to those who live to be outside. Those also tend to be the same people who value freedom and will love our no-strings-attached function. Choose from 3-, 5- and 7-day WeatherFX forecasters and our internet-driven units, the Weather FXi. Bushnell-exclusive GolfFXi, HuntFXi and SkiFX keep a myriad of conditions specific to your outdoor pursuit at your fingertips. All provide real-time weather information from AccuWeather to help you plan your adventures with confidence. It won't take long to see they're the wisest first step to anything outside.

A LITTLE SOMETHING TO HELP YOU PICTURE NEXT WEEKEND.

Keep your eye on the prize. With seven days of accurate, real-time weather information at the touch of the button, you can have a plan in place for next Saturday, and dress accordingly for all those occasions in between. Like all Bushnell® forecasters, it requires no sensors, subscriptions or wires. Weather data is automatically updated throughout the day from AccuWeather.com® using a wireless transmitter connected to your PC. Setup is quick and simple, and you can view the forecasts on your wireless transmitter or your PC. With a coverage area spanning more than 20,000 cities, live weather messaging for today's conditions, a color-changing backlight and more, it's more than enough to get you through the week.



FEATURES: 7-day AccuWeather® forecasts | Internet-driven weather data updated 24/7 | Choose from over 20,000 cities worldwide | Color-changing backlight | Save up to five favorite locations | Alarm and snooze | Indoor temperature | Current and Real Feel® temperatures | A/C or battery powered | Morning, afternoon and evening forecasts for today and next six days

WeatherFXi 7-Day Forecaster

960900C

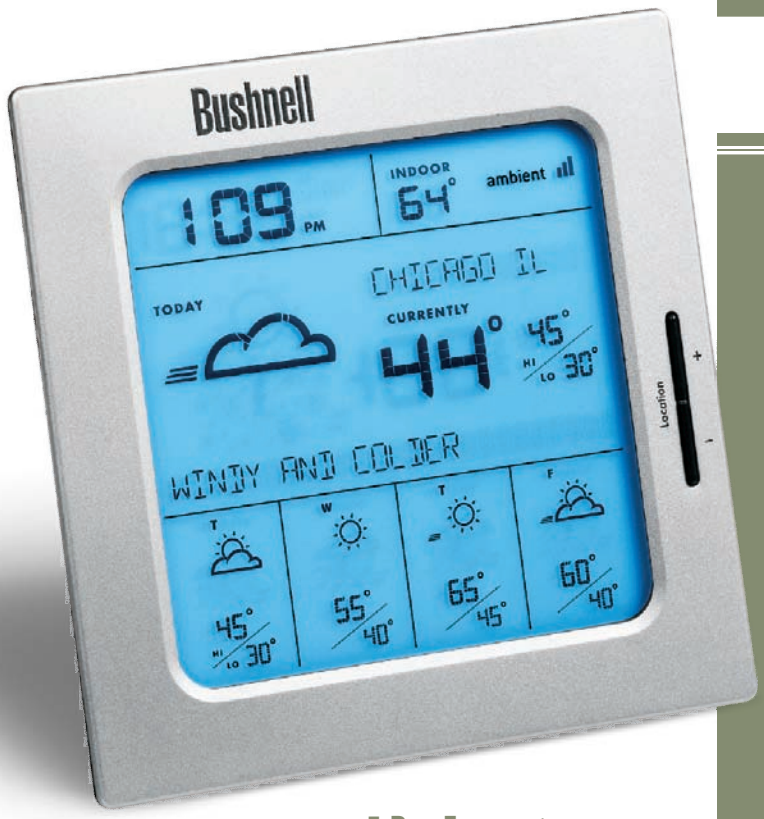
AccuWeather forecasts for today and the next six days.

MODEL	WEIGHT	SIZE	SCREEN SIZE	BATTERY TYPE
960900C	10.8 oz.	7.3 x 4.25 x 2.75	5.5 x 2.75	AA (4) or A/C

WEATHERFX®

ACCURATE
WEATHER FORECASTS.
NO STRINGS ATTACHED.

No sensors. No installation. No need for a subscription. Our WeatherFX® weather forecasters provide precise weather data without the ongoing commitment, upkeep and obtrusive setup of other systems. Available with 5- and 7-day capabilities, they deliver reliable, realtime forecasts 24/7 from the world's weather authority – AccuWeather.® This pinpoint information is available for over 150 cities. Once you pick your city, the forecast is automatically updated every 15 minutes via pager technology. And the network-synchronized clock never needs resetting.



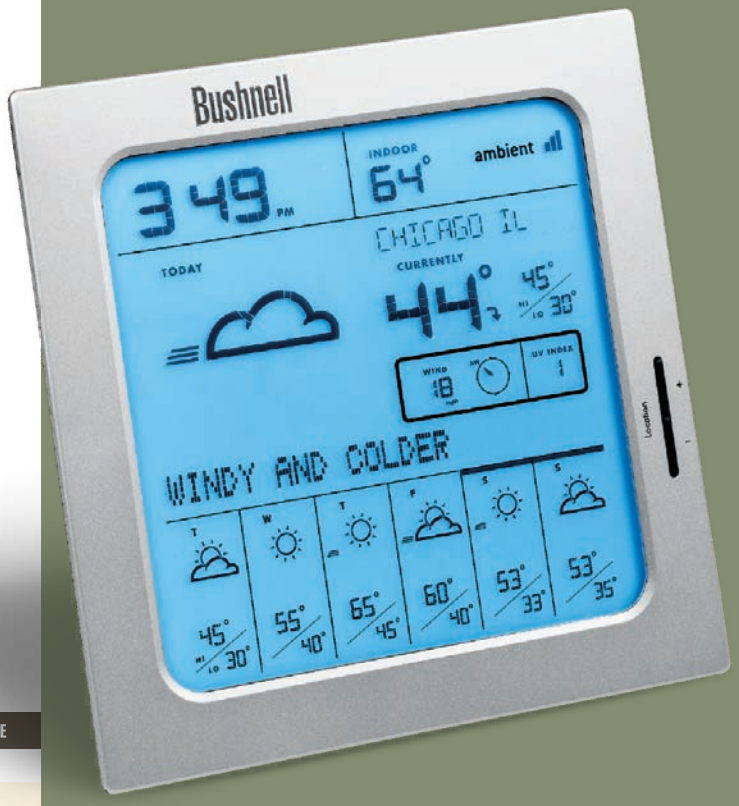
5-Day Forecaster

950015C

Cold 30s 40s 50s 60s 70s 80s Hot

AccuWeather forecasts for today and the next four days.

FEATURES: 5-day AccuWeather forecasts | Choose from 150+ locations Color-changing backlight* | Weather alerts | No setup necessary Network-synchronized clock | A/C or battery powered | 12 weather icons for at-a-glance viewing



7-Day Forecaster

950017C

AccuWeather forecasts for today and the next six days.

Cold 30s 40s 50s 60s 70s 80s Hot

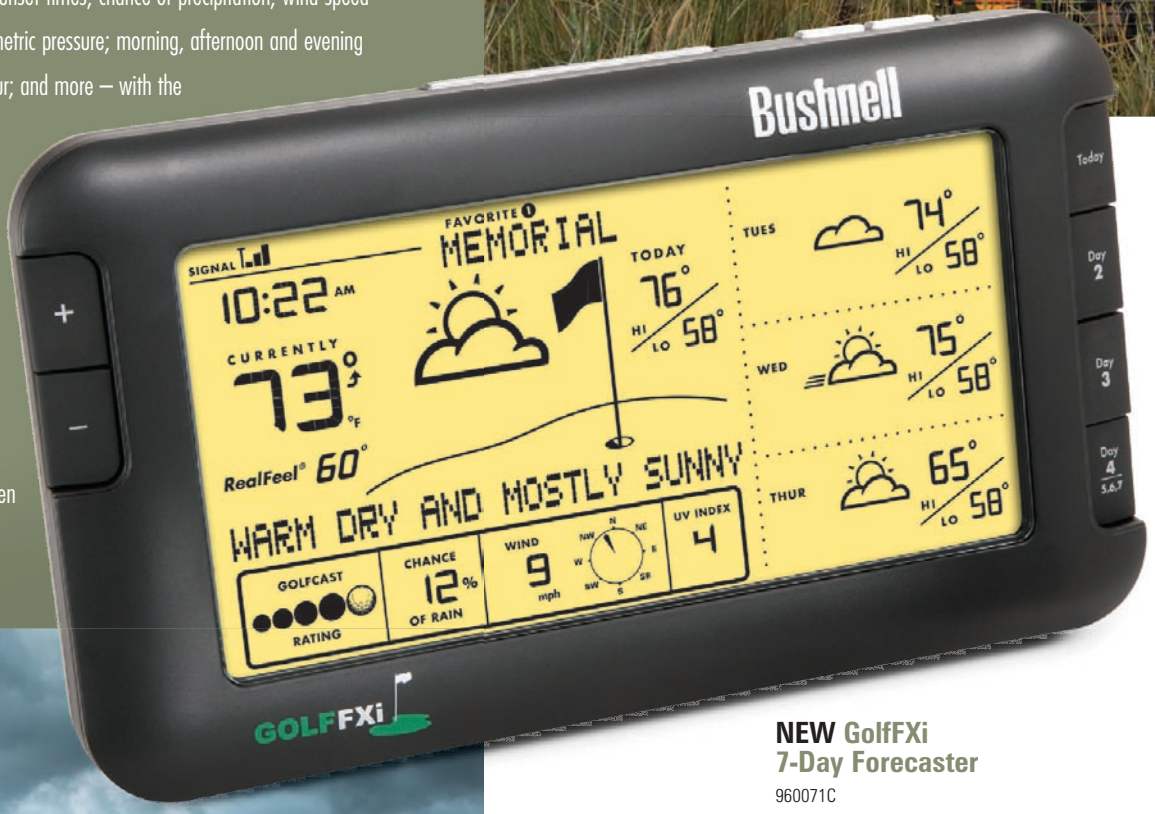
FEATURES: 7-day AccuWeather forecasts | Choose from 150+ locations | Color-changing backlight* | Weather alerts Wind direction/wind speed | Air quality, UV index and allergy alerts | Network-synchronized clock | A/C or battery powered 12 weather icons for at-a-glance viewing

**A/C power required for backlight.*

MODEL	WEIGHT	SIZE	SCREEN SIZE	BATTERY TYPE
950015C	15.8 oz.	8.25 x 8.25 x 3	4 x 4	AAA (4)
950017C	24.1 oz.	9 x 9 x 3	6 x 6	AA (4)

WE GUARANTEE
THEY'LL NEVER TELL YOU TO
GO TO WORK INSTEAD.

Last year's release of the SkiFX All Mountain Sports unit with weather and conditions specific to high-country enthusiasts started a deluge of demand for our newest additions. The HuntFXi and the Golf FXi 7-day forecasters. HuntFXi delivers everything hunters asked for – sunrise and sunset times; chance of precipitation; wind speed and direction; moon phase; barometric pressure; morning, afternoon and evening forecasts for days one through four; and more – with the ability to save up to five counties. Golf FXi provides all you need for an enjoyable outing on the links, including weather data, Golfcast rating, UV index and a lightning alert for up to five courses. All three specialty units are automatically updated from AccuWeather 24 hours a day, seven days a week.



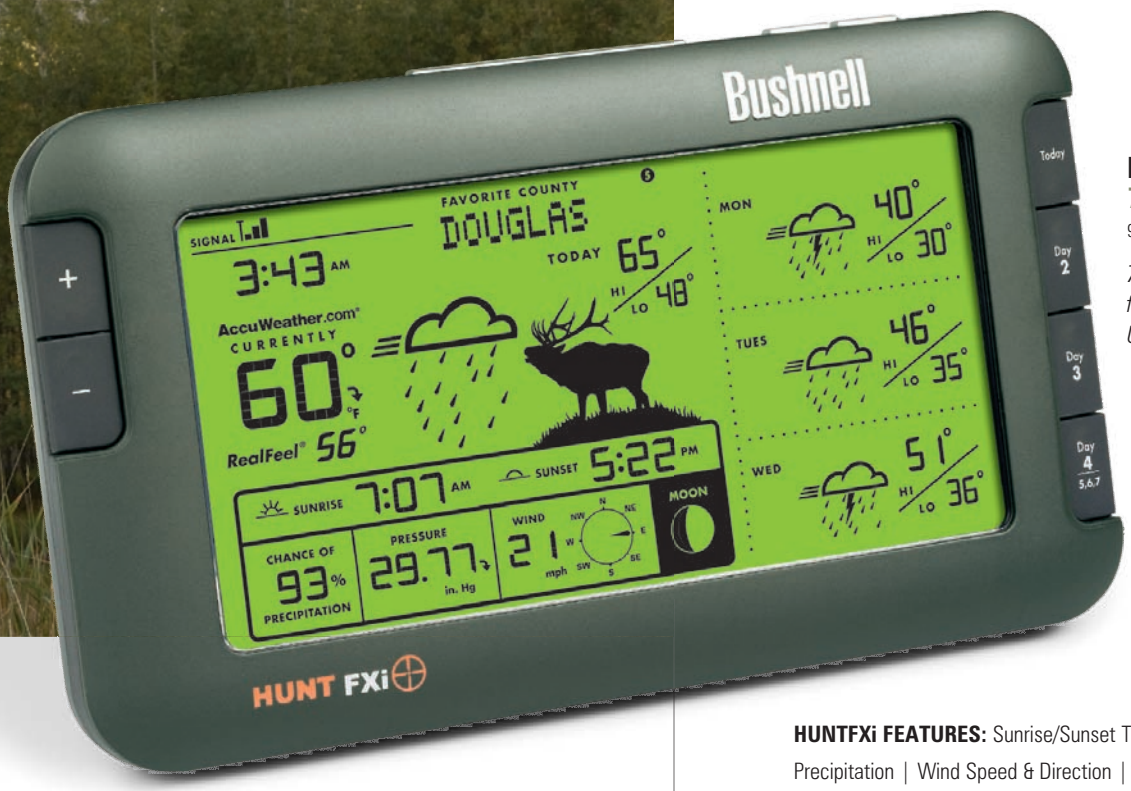
NEW GolfFXi
7-Day Forecaster
960071C

Accurate and reliable weather information for over 16,000 worlwide golf courses.

GOLFFXi FEATURES: Morning, afternoon and evening forecasts for today and the next 3 days | No subscriptions, sensors or wires | Golfcast rating and easy to read weather icons | Color changing backlight indicates temperature at a glance | Store and view up to 5 courses | UV index, chance of precipitation, wind speed and direction | Lightning alert | A/C or battery powered | USB transmitter, power adapter, CD software and stand included

WEATHERFXi®

HUNTFXi™/GOLFFXi™/SKIFX™



NEW HuntFXi 7-Day Forecaster

960072C

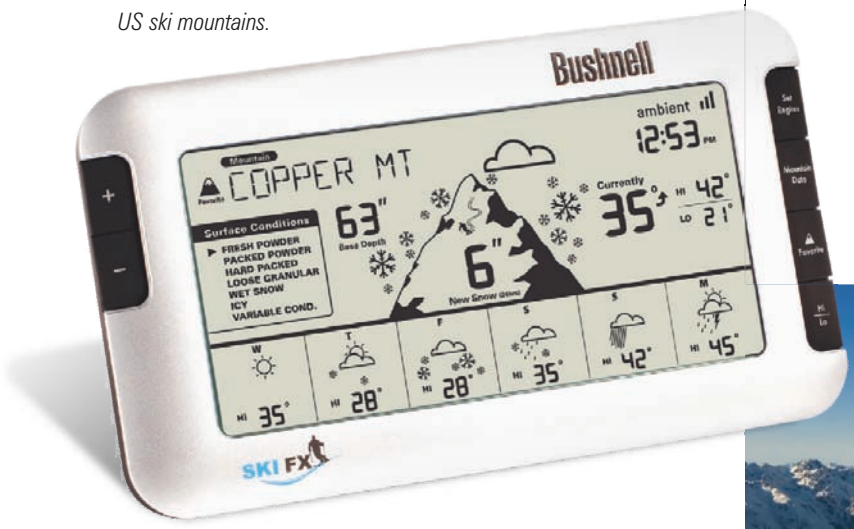
7-day AccuWeather forecasts for 3,000+ U.S. counties.

HUNTFXi FEATURES: Sunrise/Sunset Times | Chance of Precipitation | Wind Speed & Direction | Moon Phase | Barometric Pressure | Morning, Afternoon & Evening Forecasts for Days 1-4 | Save Up to 5 Favorite Counties | Color-Changing Backlight – Changes with Current Temp | Alarm & Snooze

SkiFX 7-Day Forecaster

950070C

Weather conditions for 300 US ski mountains.



SKIFX FEATURES: 7-day AccuWeather forecasts for winter sports enthusiasts | Choose from over 300 US ski areas | Save up to five favorite locations | Trail and lift reports | Surface conditions, new snow amount and total base accumulation | Current temperature plus windchill | High UV Index alert | 4 AA batteries required

MODEL	WEIGHT	SIZE	SCREEN SIZE	BATTERY TYPE
950070C	10.8 oz.	7.3 x 4.25 x 2.75	5.5 x 2.75	AA (4)
960071C	10.8 oz.	7.3 x 4.25 x 2.75	5.5 x 2.75	AA (4)
960072C	10.8 oz.	7.3 x 4.25 x 2.75	5.5 x 2.75	AA (4)

REPLAY THE WEEKEND.

Still working on fast forward for the workday.

Sync Focus Feature. *Now on our ImageView spotting scope and Instant Replay binoculars, the Sync Focus feature is a parallel focus system that sharpens the digital image and the image through the scope's or binos' optics simultaneously. The synchronized light path also permits the user to switch between viewing through the camera's LCD and the scope or binocular's eyepiece.*

Flip-Up LCD Screen. *Available on our top of the line ImageView cameras, the flip-up color LCD screen allows you to see your shot before you snap and then see it again.*

ImageView 124
Instant Replay 126
Spotting Scope 127
Terms 128
Velocity Speed Gun 129
Merchandising 130

SPORTS IMAGING

MAGNIFY TECHNOLOGY

DIGITAL VIDEO AND BINOCULARS IN ONE. Take the superior optical engineering that produces the world's most popular binoculars and the finest spotting scopes in the field, combine it with our cutting-edge digital imaging technology, and you have Instant Replay. An 8x binocular that allows you to record short videos and take digital images, then view them on a built-in 1.5" LCD. Designed with your input, it's yet another testament to our devotion to our customers. You'll be the first to know if we find a solution to your work situation.

SEIZE THE MOMENT.
AND TAKE IT WITH YOU.

WHEN MEMORIES FADE, PRINT ANOTHER COPY.

We combined the outstanding optical performance of Bushnell® binoculars with a high-resolution digital camera, so you could see the moment with amazing clarity and save it to memory – built-in RAM or SD card – with the push of a button. ImageView® binoculars are compact enough to fit in a pocket and come in a variety of models to suit everyone from sports fans to adventure travelers. Remember these, and unforgettable moments are a lot easier to come by.

FEATURES:
SD-card slot | Tripod socket | Remote shutter cable | USB port | USB cable included

8x 30mm
118322

2.1MP still pictures
16MB internal memory
SD card slot

8x 30mm
110833

3.2MP still pictures
16MB internal memory
SD card slot
1.5" flip-up LCD

IMAGEVIEW®

10x 25mm

111211

VGA still pictures
8MB internal memory
SD card slot
1.25" color LCD to review images

10x 25mm

111026

VGA still pictures
8MB internal memory
SD card slot

Why use a Bushnell ImageView? *The lenses on typical digital cameras simply do not provide enough magnification to deliver a real close-up view of distant subjects. Blowing up the image (cropping and enlarging) using computer software simulates a more powerful lens, but with a great reduction in quality. Our ImageView Digital Imaging Binoculars capture the image through their 8x camera optics. This means your photo subjects will actually appear eight times closer (not possible with a "3x" or "5x" zoom camera lens), and will be much sharper than what you get by trying to "blow up" part of the photo from a regular digital camera. The comparison below shows the dramatic difference.*

NO MAGNIFICATION
(picture taken with typical digital camera)

DIGITAL CAMERA
(section enlarged to match ImageView photo)

IMAGEVIEW PHOTO
(taken at same time)

MODEL	MAGNIFICATION X OBJ. LENS	SIZE CLASS	BINO. FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD OF VIEW (ft.@1000yds. / m@1000m)	CLOSE FOCUS (ft. / m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz. / g)	ADAPT TO TRIPOD	BATTERY
110833	8x 30	Compact	Center	Roof	BK-7	Fully	320 / 107	10 / 3	3.75	15	Fold-Down	14.8 / 419	Yes	AAA (2)
118322	8x 30	Compact	Center	Roof	BK-7	Fully	320 / 107	10 / 3	3.75	15	Fold-Down	14.5 / 411	Yes	AAA (2)
111026	10x 25	Compact	Center	Roof	BK-7	Fully	290 / 97	12 / 3.6	2.5	10	Fold-Down	10 / 283	Yes	AAA (2)
111211	10x 25	Compact	Center	Roof	BK-7	Fully	290 / 97	12 / 3.6	2.5	10	Fold-Down	11.2 / 318	Yes	AAA (2)

For everyone from sports fans to adventure travelers, the Image View is ideal for viewing and recording the action. Our premium model features 8x binocular magnification, a five-way control pad to command camera functions, a color LCD screen for viewing camera images and menu options, and 16MB internal memory.

MAKE YOUR OWN WEEKEND HIGHLIGHT REEL.

Great for instant replays of anything you choose, this ingenious display of sports imaging technology captures short video clips and high-resolution digital images while you view with stunning clarity through 8x fully multi-coated optics. For this year, we've boosted its performance with our Sync Focus technology that sharpens your subject simultaneously through the digital camera and the binoculars lenses. Use its 1.5" flip-up LCD as a viewer while filming or taking photos. Or use it to review images or footage in 8- to 60-second loops, or to watch continuous video. For your next outdoor adventure or sporting event, implement Instant Replay binoculars. You can relive the moment anytime.

8x 30mm
118326

FEATURES: 8x magnification | Sync focus system | 30mm objective lens | BaK-4 roof prisms | Fully multi-coated optics | 5MP still pictures | SD card slot | Neck strap and carrying case | 1.5" flip-up LCD | 8-60 second instant replay video loops or continuous video | 16MB internal memory | Table tripod included

MODEL	MAGNIFICATION X OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD OF VIEW (ft.@1000yds. / m@1000m)	CLOSE FOCUS (ft. / m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz. / g)	ADAPT TO TRIPOD	BATTERY
118326	8x 30	Compact	Center (sync)	Roof	BaK-4	Fully-Multi	320 / 107	10 / 3	3.75	15	Fold-Down	14.8 / 419	Yes	AAA (2)

IMAGEVIEW®
SPOTTING SCOPE

FEATURES: 15–45x zoom eyepiece (22x camera magnification) | 70mm objective lens | Exit Pupil (mm): 4.6 @15x / 1.5 @45x | 5MP Resolution | Switch easily from direct observation via zoom eyepiece to the digital camera's image on the large LCD display | Multi-coated optics | Video capable | 2.5" flip-up LCD | 4x digital zoom | SD card slot | USB Port | Includes table tripod, remote shutter cable and soft case | Requires 2 AA batteries

WE WON'T TELL YOU WHAT A PICTURE'S WORTH.

But capture a moment of perfection and you just may think our ImageView spotting scope is priceless. It's equal parts spotting scope and digital camera, and an instant pardon when you find yourself at a loss for words. The unique design fully integrates the camera with the scope's bright, multi-coated primary optics –once you have the scope focused, just switch over to the camera's 2.5" flip-up color LCD and capture flawless 5MP photos of your subject. An SD card lets you take an entire trip's worth of high resolution digital images-or even video clips-back home to remember the moments you save.

Actual photo taken with ImageView spotting scope.

15–45x 70mm 111545

Digital imaging spotting scope with 5 megapixel image capture and flip-up color LCD screen.

MODEL	MAGNIFICATION	OBJECTIVE	LENS COATING	FIELD OF VIEW (ft.@1000yds. / m@1000m)	EXIT PUPIL (mm)	CLOSE FOCUS	WEIGHT (oz. / g)	LENGTH (in. / mm)	WATERPROOF/ FOGPROOF	EYE RELIEF
111545	15–45x	70	Multi	121.5/40.5@15x / 52.6/17.5@45x	4.6@15x / 1.5@45x	26 ft.	25.4 / 711	11.6 / 295	No	11mm

DIGITAL IMAGING. Like the film camera, digital imaging uses a lens to focus the image on a focal plane. While the film camera relies on film to capture the image, the digital uses a sensor. As light strikes the array of picture elements (pixels) that make up the sensor, it's converted to a current that's passed on to a digital or A-D converter. From the A-D converter, algorithms are applied to the signal, converting it to a digital image file.

Digital Imaging Sensors

These are Silicon chips consisting of millions of tiny photo diodes, which convert light into an electronic signal. A CMOS sensor is used in Bushnell imaging products.

File Compression or "Quality"

In addition to high- and low-resolution settings, many digital cameras provide options for selecting the amount of file compression applied when photos are stored in memory. Higher-quality settings use less compression, but take up more storage space.

Flash Memory

Flash memory is "non-volatile," meaning it retains the photo files and user settings even if the power source is removed for a long period of time. Many cameras have electronic components that preserve the memory contents for a few minutes to allow time to change batteries. However, it's always wise to download photos before changing batteries or storing the camera away.

Interpolation

A method of increasing the number of pixels in an image after it is photographed. The pixels actually captured by the camera's sensor are rapidly analyzed by software that creates and adds new similar pixels to the photo file. Some Bushnell® imaging optics provide user options for higher interpolated resolution settings.

Pixels and Megapixels

Pixels are the tiny squares of color – like dots on a newspaper photo or grains on a photographic print – that make up a digital image. The higher the pixel count, the higher the photographic resolution. A megapixel (MP) equals one million pixels.

Resolution and File Size

The number of pixels used to produce a digital photo is the primary factor that determines resolution, or ability to reproduce fine detail. More pixels equal higher resolution, and a larger data file.

Storage Cards: Digital "Film"

These are small removable "flash" memory devices used to hold image data from a digital camera, reducing or eliminating the need for high-capacity internal memory. All Bushnell digital imaging optics have a slot for an SD (Secure Digital) card, the most common type currently used.

Sync Focus

Now on our ImageView spotting scope and Instant Replay binoculars, the Sync Focus feature is a parallel focus system that sharpens the digital image and the image through the scope's or binos' optics simultaneously. The synchronized light path also permits the user to switch between viewing through the camera's LCD and the scope or binocular's eyepiece.

USB Mass Storage

Cameras with USB mass storage don't need a driver for Windows XP or Vista. Connect the camera to your PC, and it will be identified as a "Removable Disk," just as if it were an external hard drive. Your photo files are stored in a folder on this "disk," and can be copied or moved to the location of your choice or opened directly from the camera within your photo software.

Camera Settings

The "default" automatic setting on digital cameras works fine in most situations, but some cameras will also let the user override "auto" and adjust one or more of the following if necessary or preferred:

EV (Exposure Value): Also known as exposure compensation. Allows setting deliberate under- or overexposure by a fine amount, such as "+1.5 EV" (one and a half steps overexposed).

ISO (Sensitivity): As with film, low ISO numbers (100–200) will produce the highest quality but require the most light. Higher ISO settings will allow photos in low light without flash, or faster shutter speeds to stop action, but with increasingly noticeable digital "noise."

White Balance: Auto white balance identifies a white reference point (wall, clouds, etc.) in a scene and applies overall color correction if needed, so whites retain a neutral appearance. If this produces poor results, presets for daylight, cloudy, tungsten and fluorescent lighting are often available.

Special Features

Self Timer: When selected, the photo is taken following a short delay after the shutter button is pressed. Used to prevent camera shake, or to include yourself in the photo.

Sequential Shot: Shoots a quick burst of multiple frames (usually 3–5 in a row), to increase chances of capturing the action.

Movie Mode: Allows the camera to shoot and play back short video clips. These are usually stored in the common "avi" format, and can be played on any computer with Windows Media Player, QuickTime, or other software.

VELOCITY™ SPEED GUN

A CHANGEUP
OF PERSPECTIVE.

Velocity
101911

Knowing how fast a player pitches or runs can instantly influence coaching decisions. And 15 over the limit doesn't seem so excessive when you find out what they're doing down on the track. The Bushnell® Velocity will tell you to +/- 1.0 miles per hour using digital technology and DSP (digital signal processing). Measure the speed of a baseball from up to 90 feet, or a vehicle from as far as 1,300 feet.

FEATURES: Easy-to-use, point-and-shoot pistol grip | Large, clear LCD | Displays fastest speed once trigger is released | +/- 1-mph accuracy

RANGES: Baseball/softball/tennis: 6–110 mph | Auto racing: 6–200 mph

MODEL	ACCURACY (MPH / KPH)	BASEBALL / SOFTBALL / TENNIS	AUTO RACING	SIZE (in. / mm)	WEIGHT (oz. / g)	BATTERY TYPE
101911	+/- 1 / +/- 2	6–110 mph / (90 feet away) 16–177 kph / (27 meters)	6–200 mph / (1500+ feet away) 16–322 kph / (457 meters away)	4.3 x 8.4 x 6 / 109 x 213 x 152	19 / 539	C (2)

Bushnell Outdoor Products | Overland Park, KS 66214
US 800.221.9035 | Outside US 913.752.3400
Fax 913.752.3550 or 800.548.0446
www.bushnell.com

Mixed Sources
Product group from well-managed forests, controlled sources and recycled wood or fiber
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